

DEVIN L WULF

SENIOR WEBFLOW DEVELOPER, FREELANCE

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Professional Summary

Senior Webflow Developer with a focus on SEO optimization. Currently serving in a freelance role as a Webflow Developer for Lightboard, Inc., I offer proven performance driven web solutions to enhance digital presence and conversion for forward-thinking organizations across B2B2C platforms. Formerly of Headspace, I hold a proven record of understanding the needs of a SaaS company to communicate to a broad audience by expanding reach with driven SEO results.

Professional Experience

Lightboard, Inc. – Freelance, Webflow Developer | 2025 - Current

- Build **dynamically responsive pages** within Webflow for Lightboard's expanding roster
- Work closely with client success managers to maintain **clear communication** and remain aligned with client needs and expectations
- Function within fast-paced timelines to provide **pixel-perfect** deliverables.

Encore Leadership Advisors – Freelance, Lead Webflow Developer | 2025

- Developed and executed a migration and design refresh project with client's existing site, utilizing **dynamic interactions** and **mobile-responsiveness** in Webflow.
- Rebuilt **SEO Optimization** from the ground up showing proven results with a responsive increase of 62% in site activity.
- Thoughtfully curated a turn-key focused site build for ease of use as requested by the client.

Recess Studio – Freelance, Lead Web Developer | 2025

- Led a responsive website build across web and mobile platforms, transforming concepts into scalable, user-centric solutions.
- **Collaborated with UX teams** and clients to integrate Webflow CMS, animations, and third-party systems with clean, accessible code.
- Ensured consistent visual and technical excellence across all client touch points while **delivering motion-enhanced UI/UX features**.

Deep Ellum 100 Foundation – Freelance, Lead Web Designer/Developer | 2024–2025

- Designed and currently manage a multi-page **e-commerce Webflow website** for a 501(c)(3) nonprofit, optimizing **SEO strategies** to boost **search engine rankings** and user engagement.
- Perform routine **website maintenance**, technical troubleshooting, and **site performance optimization** to ensure a seamless user experience.
- Implemented **mobile-first design principles** to enhance responsiveness and accessibility across all devices.

Headspace – *Contracted Web Associate | 2023–2024*

- Contributed to the **B2B Brand Architecture revamp**, designing and developing **responsive landing pages** in Webflow that aligned with new brand guidelines.
- Utilized **Webflow CMS** to streamline **content management workflows**, ensuring design consistency across multiple pages.
- Conducted **SEO audits** to identify and implement content optimization strategies, improving **organic search visibility** and user retention.

Projects

In addition to my work in freelance webflow development, some of my work has been used with brands such as, but not limited to:

- Pepper
- Bobsled, Inc.
- PingPong Global Solutions, Inc.
- Emma Goldman Clinic
- BLK&Bold Specialty Beverages
- Uniphase, Inc. / Janler
- Node
- Alum Clubs
- Vernatos

Education & Certifications

- **Certified Webflow Partner** (2025)
- **Webflow Practitioner Certification** (2025)
- **Southern Methodist University: Full Stack Web Development Certificate** (2022)
- **Jersey Village High School: Diploma** (2004)

TECHNICAL SKILLS

CMS: Webflow, Contentful

Libraries: Finsweet, GSAP, Relume, Lumos

Design: Figma, Adobe Creative, Affinity

Tech Languages: HTML, CSS, Javascript, JQuery

Frameworks: MERN Stack

SEO: Google Analytics, GTMetrics, SEMRush

Management Tools: Agile, Jira, Monday, Asana

Version Control: GitHub, Git Lab

CORE COMPETENCIES

UI/UX Design, Wireframing, Prototyping

WCAG, ADA Best Practices

SEO & Digital Strategy Implementation

Mobile-First Design

Cross-Functional Collaboration

Creative problem solving and solutioning